



**SMALL BUSINESS ADVISORY BOARD (SBAB)  
MEETING MINUTES**

September 15, 2017

Central Library/Mary Hollis Clark Conference Center  
330 Park Blvd.  
San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Dr. Ruben Garcia Catherine Arambula Antonio Barbosa Edward Barbat Gary Peterson Michelle Gray Justin Fortier	Guy Hanford Joseph Fox

CITY STAFF
Elizabeth Studebaker – Neighborhood Investment Manager Jocelyn Maggard – Business Development Specialist Daichi Pantaleon – Business Development Officer

**1. Welcome & Call to Order:**

Dr. Ruben Garcia, Chair of the Small Business Advisory Board, called the meeting to order at 8:45 A.M.

**2. Approval of Minutes:**

A motion was made by Catherine Arambula and seconded by Michelle Gray to approve the June 16, 2017 Minutes.

Yes: 6, No: 0, Abstain: 1, Absent: 2

**3. Public Comment:**

Sudershan Shaunak, Director with the Small Business Development Center (SBDC) will help new business in area to navigate through the local, state, and federal process. There will be an event held in Carlsbad on November 3, 2017 to help veterans gain access to capital and government work.

**4. Administrative Items:**

- A. Board Administrative Items and/or Non-Agenda Comments:** There were none.
- B. Requests of Agenda Revisions (continuances, changes in order, etc.):** There were no requests.
- C. Development Services Department Technical Advisory Committee (TAC):** Elizabeth Studebaker provided

an update on the Placemaking amendments to the Land Development Code. Placemaking are small projects that help to create the identity of a district or block. These projects are implemented by community based and small business organizations to encourage more pedestrian traffic and commerce. Examples of these projects are intersections with murals painted on street, installation of twinkling lights on trees, installation of benches, and decorative recycling bins. A tentative date of October 17, 2017 is scheduled to present to City Council. This amendment has received general support by the community.

- D. Economic Development Department- Liaison Report:** Jocelyn Maggard and Elizabeth Studebaker gave an update on the Business Walk held in August in the Morena Business District. Volunteers obtained feedback from small business owners on how the City of San Diego could assist them. The interest included bicycle racks, Storefront Improvement Program information, and traffic engineering requests. The next business walk is scheduled for November 8, 2017 in the East Village District. Volunteers are welcome.

#### **5. The Rosie Network Presentation:**

Leona Sublet, Chief Operating Officer of The Rosie Network, gave an overview on how The Rosie Network helps military spouses, veterans, and their families start and grow their own business. The organization helps these entrepreneurs through a three-pronged approach: Empower, Impact and Advocate.

The organization empowers and impacts entrepreneurs by providing resources and support at no cost. The Rosie Network also advocates for these entrepreneurs by encouraging consumers to buy from military, family-owned businesses. Programs and events highlighted includes Rosie's List, Service2CEO, Military Entrepreneur Development Center (MEDC), and the Annual Veteran & Military Entrepreneur Conference Awards.

Commentary and a short Q&A session followed the presentation.

#### **6. City of San Diego Equal Opportunities Contracting Presentation:**

Claudia Abarca, Program Manager of the City of San Diego Purchasing and Contracting, gave an overview the Small Business Program of how to get certified as a Small Local Business Enterprise (SLBE) Program with the City of San Diego.

Adopted in January 2010, the SLBE Program is a race- and gender-neutral program that provides local, certified businesses with preferential benefits in the bidding process. The program was originally intended to enhance diversity among small firms during the recession. The program continues to encourage greater availability, capacity development and participating in City contracts for small businesses. Information was provided on how a business can get certified as a Small Local Business Enterprise as well as the benefits of the program.

Commentary and a short Q&A session followed the presentation.

#### **7. SBAB 2018 Meeting Schedule**

A discussion on the meeting schedule location concluded with Elizabeth Studebaker and City staff proposing to research new meeting locations that are easily accessible with parking ample parking.

#### **8. Adjournment**

The SBAB meeting was adjourned by Dr. Ruben Garcia. The next meeting will be held on Friday, October 20, 2017 at 8:45 a.m. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.